

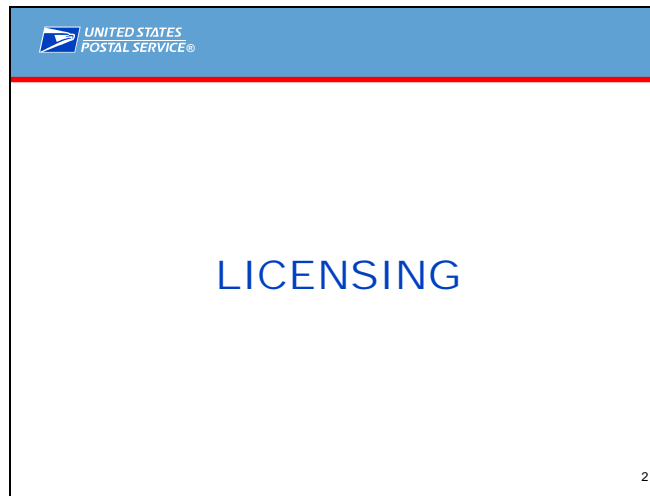
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NOTE: Any information contained in the incorporated slides or presentation summaries that is contradictory to the standard USPS[®] License Agreements is superseded by the standard USPS License Agreements.

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Licensing Presentation Slides



Slide 3: A presentation slide with a blue header bar containing the United States Postal Service logo and the text "UNITED STATES POSTAL SERVICE®". The main body of the slide is white. It contains the following text:

LICENSING CLARIFICATION
NCOA^{Link®} Processing and Marketing Analysis

Current Policy

- **Licensees are allowed to process customers' address files for the purpose of performing marketing analysis.**
 - Licensees can return statistics only; no COA information. All COA information must be discarded as sensitive information.
 - As with any NCOA^{Link} processing, a PAF is required.
 - See sections 9.8 (FSP LPR) and 8.8 (LSP LPR)
 - http://ribbs.usps.gov/files/NCOALINK/FSP_INFO/FSP_LPR_V23.PDF 

A small number "3" is in the bottom right corner.



LICENSING – CURRENT POLICY

- Reports are due by the 7th calendar day each month.
- NCOA^{Link®} processing and the minimum 100 unique names and addresses.
- If there are any personnel changes, please forward an updated Key Personnel Form to 901-681-4579 (fax) or ncoalink@usps.gov

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LICENSING CHANGES

For modifications to the licenses and supporting documentation, see the Modifications document under the appropriate product name.

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PROCESSING ACKNOWLEDGEMENT FORM (PAF) CHANGES

Equivalent Alternative PAF Method


- The Equivalent Alternate method is any system that meets the requirements for verification of client identity.
- Licensees will decide what method best suit their business needs, while still maintaining the required PAF information.
- The USPS[®] does not endorse any particular equivalent alternative method.
- If Licensee chooses to implement an equivalent alternative method, a brief overview of the alternative process must be submitted to ncoalink@usps.gov.

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PROCESSING ACKNOWLEDGEMENT FORM (PAF) CHANGES

Equivalent Alternative PAF Method

- The PAF has been updated with the following language effective October 31, 2008:
 - Any signature upon this PAF shall be considered valid for all purposes and have the same effect whether it is an ink-signed hardcopy document or equivalent alternative.
- See sections 9.1 and 9.1.2 (FSP LPR) and 8.1 and 8.1.2 (LSP LPR) for updated language.
 - http://ribbs.usps.gov/files/NCOALINK/FSP_INFO/FSP_LPR_V23.PDF 

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PROCESSING ACKNOWLEDGEMENT FORM (PAF) CHANGES

- Additional information collected:
 - List Owner's email address
 - List Owner's company website
 - USPS® Issued Mailer ID
 - If List Owner does not have any of the above information, populate field as N/A.
- Deleted information:
 - Tax ID


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PROCESSING ACKNOWLEDGEMENT FORM (PAF) COMPLIANCE AND REVIEW

- PAF Audits
 - Service Providers will periodically be contacted to submit copies of all PAFs for specific processing dates.

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PROCESSING ACKNOWLEDGEMENT FORM (PAF) GUIDE

- For more detailed information on PAFs, see the PAF Guide located at http://ribbs.usps.gov/files/NCOALINK/PAF_GUIDE.PDF 

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Licensing Presentation Summary

This segment of the presentation outlined clarifications on current NCOA^{Link} licensing policies and changes concerning the Processing Acknowledgement Form (PAF).

There was clarification on the current policy pertaining to performing NCOA^{Link} processing for a marketing analysis. The current policy states Licensees are allowed to process customers' address files for the purpose of performing marketing analysis. Licensees can return statistics only; no change-of-address (COA) information. All COA information must be discarded as sensitive data. As with any NCOA^{Link} processing, a PAF is required. This requirement is detailed in sections 9.8 (Full Service) and 8.8 (Limited Service) of the Licensee Performance Requirements.

Clarifications to other licensing policies that were discussed include the due date of reports by the 7th calendar day of each month; the NCOA^{Link} license requirement stating that at a minimum 100 unique names and addresses are required for NCOA^{Link} processing; and Licensees must advise the USPS® of any updates to personnel changes by completing the NCOA^{Link} Key Personnel Form, which can be obtained from the Certification Procedures document under the appropriate license type located on the RIBBSTM website under NCOA^{Link}.

The Equivalent Alternative PAF method was one of the PAF changes discussed. This method is any system that meets the requirements for verification of client identity. The USPS does not endorse any particular equivalent alternative method. Licensees will decide what method best suit their business needs, while still maintaining the required PAF information. All PAFs were updated to reflect the inclusion of this method.

If licensees opt to employ this method, a brief overview of their alternative process must be submitted to ncoalink@usps.gov.

Other PAF changes include the collection of the List Owner's email address and company website and the USPS Mailer ID. If the List Owner does not have this information, the fields should be space-filled. These three fields are optional on the PAF and the document will be updated to reflect this. Additionally, the Tax ID field was deleted from the PAF.

As part of PAF compliance and review, Service Providers will be periodically contacted to submit copies of all PAFs for specific processing dates. Service Providers will have a maximum of five business days to submit the required PAFs after the request is made. Upon receipt and review of the documents, if any deficiencies are noted, a 30-day cure notice from the date of the audit will be issued.

For more detailed information on PAFs, review the PAF Guide located at http://ribbs.usps.gov/files/NCOALINK/PAF_GUIDE.PDF. For modifications to the licenses and supporting documentation, review the Modifications document on the RIBBSTM website under the appropriate product name.


NOTE: Regarding the completion of a PAF for marketing analysis, many Licensees questioned the necessity to complete a PAF if no COA information was returned to the client. This was a discussion topic in which feedback and comments were provided. As a result, the USPS has amended the policy and will no longer require a potential client to complete a PAF when performing a marketing analysis; however the company name for which the marketing test was performed must be captured in the Customer Service Log. This information will be clarified in the Full and Limited Service Licensee Performance Requirements.

Questions and Answers

- Q1: Regarding the zero tolerance on PAF compliance, does the October 1, 2009 deadline apply?
- A1: No, Licensees must be compliant immediately if they are not already.
- Q2: Does the Software Developer's Guide (SDG) give a specific algorithm that is supposed to be used for tracking 100 unique names and addresses?
- A2: No, however as an NCOA^{Link} licensee, it is your responsibility to know whether or not at a minimum 100 unique names and addresses are submitted for processing. Additionally the NCOA^{Link} Developer Self-Certification Form, which is signed by the Developer during the certification process, states the following: Software rejects processing of address lists less than 100 unique names and addresses.
- Q3: Is a processing job defined as an individual stream?
- A3: If there are 1000 unique names and addresses and 150 of those records are pulled out and sent to one queue and another 150 records are pulled out and sent to another queue and 50 is pulled out and sent to a third queue as residual, this is still part of the same job.
- Q4: If you're processing a bundled file and it is currently running as one job, can one of those PAFs be less than 100?
- A4: If it is the same customer, then yes; otherwise the file must be a minimum of 100 unique names and addresses.
- Q5: Are there any plans to email licensees when the Modifications document is updated?
- A5: No, it is the licensees' responsibility to review the information in the current Licensee Performance Requirements.
- Q6: Concerning the PAF changes, whose mailer ID is referred to?
- A6: The List Owner; however the mailer ID is an optional field on the PAF.
- Q7: What if there are multiple IDs?
- A7: A valid mailer ID of the List Owner should be used in this optional field.
- Q8: What if the List Owner refuses to give us their email address?
- A8: This field is an optional field.
- Q9: If I'm performing a marketing analysis for a reseller who is trying to sell the NCOA^{Link} service to their End User, would a PAF signed by the reseller be acceptable?
- A9: A PAF signed by the potential client is no longer required for a marketing test; however the company name for which the marketing test was performed must be captured in the Customer Service Log.
- Q10: If a licensee is offering to provide statistics to prospective clients and the clients likes the results and wants from the data, at point is a PAF needed?
- A10: A PAF is needed once the data is provided back to the client.
- Q11: Why wouldn't the USPS approve or disapprove an equivalent alternative method from a licensee?
- A11: The USPS is not endorsing any particular equivalent PAF method; therefore an approval or disapproval will not be given. The USPS only requires an understanding of the method that is being implemented.


- Q12: If we propose an alternative method, is it safe to assume we have assurances from the USPS that our approach will not be shared with any other licensee?
- A12: Yes, confidentiality will be maintained. However if there is a consensus method that the industry has elected to pursue, it may become the standard method.
- Q13: I have a question on the recent changes to the PAF and RTD. The latest version of the PAF has been sterilized to the point it is not clear to the customer whether they are using a Full Service or Limited Service Licensee. Is there a particular reason why this modification was made? It would seem to be a source of confusion for an end user to really understand what level of licensee they are using.
- A13: The reason the USPS elected to maintain one required text and PAF document is that the information conveyed in both documents is the same. However the first paragraph of the required text document can be edited by the licensee to reflect the level of licensing.

Technical Changes Presentation Slides



TECHNICAL CHANGES


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SOFTWARE DEVELOPER GUIDE CHANGES

- **Cindy-Mary Table corrections**
 - Corrections are described in the SDG and the NCOA^{Link} User Technical Reference Guide.
- Example of the first two rows of the Cindy-Mary table to follow.

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SOFTWARE DEVELOPER GUIDE CHANGES

Cindy-Mary Table

	Cindy Mary	Cindy M	Cindy	C Mary	CM
Cindy Mary	Match	Match	Match	Match	No Match
Cindy M	Match	Match	Match	No Match	No Match

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SOFTWARE DEVELOPER GUIDE CHANGES

Cindy-Mary Table

	C	Mary	Mary C	Mary Cindy
Cindy Mary	No Match	No Match	No Match	Match
Cindy M	No Match	No Match	No Match	No Match


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SOFTWARE DEVELOPER GUIDE (SDG) CHANGES

- For return codes 04, 06, 07, 08, 09, 10, 11, 18, and 20 (No Match codes), the move effective date must be suppressed by the Developer in these cases.
- An updated SDG will be sent to all Developers.

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TECHNICAL ISSUES

New Side NCOA^{Link®} Records that do not DPV[®] confirm

Problem:
Records will not DPV confirm because the Software Developer Guide (SDG) instructs the hint bytes to be placed at the end of the primary number if an entry is not found in the left-right table.

Solution:
The SDG has been updated to place the hint byte in the secondary number field if an entry is not found in the left-right table.

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TECHNICAL ISSUES

Old Side will ZIP + 4[®] confirm but does not DPV[®] confirm

Problem:

The old side address is found on the ZIP + 4 file but does not DPV confirm.

Possible Solution:

Developers may process any records that did not DPV confirm, but had a DPV footnote code of AA through the NCOA^{Link®} Product calculating the EMDP using the ZIP + 4 code from the ZIP + 4 Product. **This is optional.**

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TECHNICAL ISSUES

New Side NCOA^{Link®} Records that do not DPV[®] confirm – Timing Issues

Problem:

The records added to the NCOA^{Link} Product are processed against the weekly DPV data; however customers are using the monthly DPV data.

Possible Solution:

A new auto DPV confirmation of these records with a footnote of TI (timing issues). The software will set the DPV confirmation to 'Y' and the footnote will be AATI. All other DPV/DSF^{2®} fields will be blank. This will only be used if the new address did not DPV confirm. **This is optional.**

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Technical Changes Presentation Summary

Software Developer's Guide (SDG) changes and technical issues were detailed in this portion of the presentation. An updated SDG was sent to Developers December 23, 2008.

Corrections to the Cindy-Mary table were described, as well as an example of the table. Also noted in the presentation was an SDG modification that stated for no-match return codes, the move effective date must be suppressed by the Developer.

Possible solutions to the following technical issues were presented: new side NCOA^{Link} records that do not DPV[®] confirm; old side will ZIP + 4[®] confirm but does not DPV confirm; and new side NCOA^{Link} records that do not DPV confirm – timing issues. As a result of licensee's feedback, the solution for the latter issue will not be implemented by the USPS. The solution for the new side records that do not DPV confirm has been updated in the SDG; the solution for old side NCOA^{Link} records that will ZIP + 4 confirm but does not DPV confirm is optional.

Questions and Answers

Q1: When do the changes to the Cindy-Mary tables have to be implemented?

A1: By October 1, 2009.

Q2: In reference to slide 16 regarding the new side NCOA^{Link} records that do not DPV confirm, will the record now DPV confirm as an 'S'?

A2: Yes.

Q3: What is the difference between the NCOA^{Link} and OneCode ACS/ACS services?

A3: Each of these services has equal competitive value. The NCOA^{Link} service gives the ability to make decisions on the front end, while the ACS/OneCode ACS service provides information after the mailing has been made.

Q4: If we use an in-line CASS/NCOA^{Link} process, can the ZIP + 4 be carried over to NCOA^{Link} processing if it does not DPV confirm?

A4: Yes. When using CASS and NCOA^{Link} as an inline process, the ZIP + 4 code may be carried over for NCOA^{Link} processing only. In the standard NCOA^{Link} output, the original CASS standardized address must not return the ZIP + 4 code. If an NCOA^{Link} match is made and a new address is provided, the new address must return a ZIP + 4 code and the appropriate CASS/DPV counts must be updated for the PS Form 3553.

Q4a: In reference to slide 17, is this optional for the October 1, 2009 deadline?

A4a: Yes and it does not have to be implemented by October 1.

Q5: It seems that these days when people name their children they take familiar names and existing spellings and change the spelling somewhat, for example Jasmine may be spelled J-A-Z-M-I-N-E. Has the USPS taken a closer look at this from the standpoint of trying to firm up the logic used on first name matching?

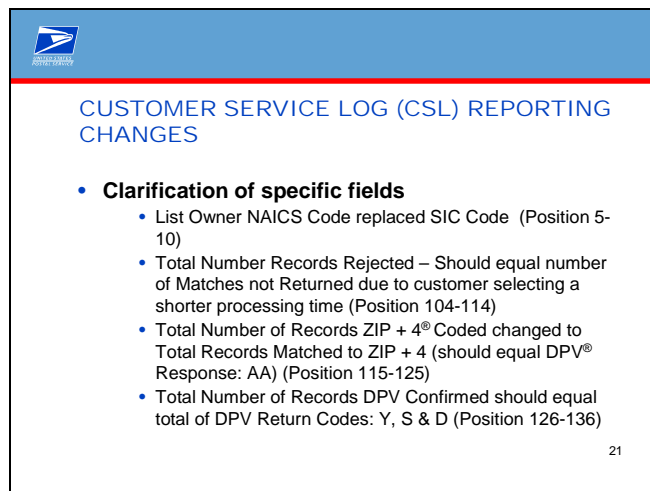
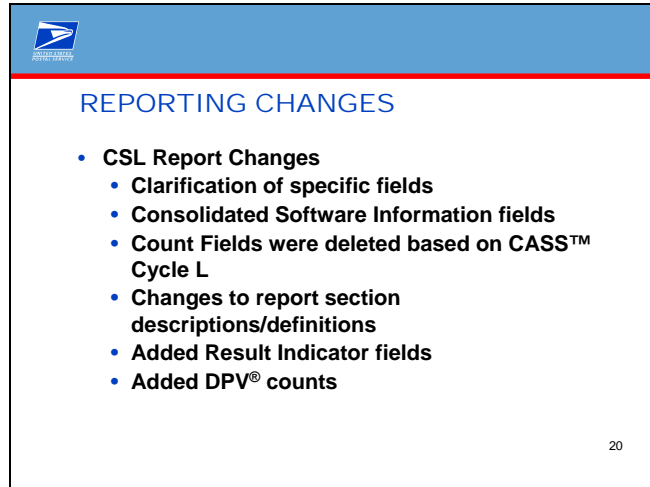
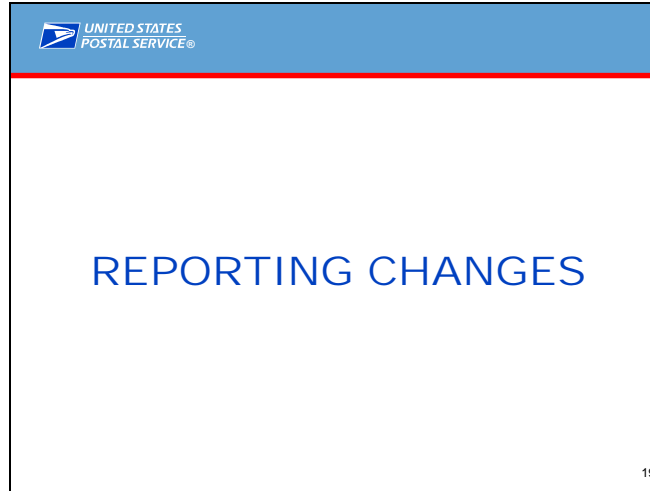
A5: We will take this under advisement.


Q6: Will the solution for new side NCOA^{Link} records that do not DPV confirm be communicated to CASS developers?

A6: This is not an issue in CASS processing.

- Q7: If we choose to implement the solution in slide 17, will this require developer recertification?
If so, will End Users also have to recertify?
- A7: Developers will be required to recertify and their End Users will be grand fathered under the developer's recertification.


Reporting Changes Presentation Slides






CUSTOMER SERVICE LOG (CSL) REPORTING CHANGES

- **Software Information Fields**
 - (Software Name, Version & Data Dates)
- **Change**
 - ZIP + 4[®] Software Information Fields to CASS[™]/MASS[™] Software Information (Position 137-186)
- **Maintain**
 - NCOA^{Link®} Software Information Remains the Same (Position 187-236)
- **Eliminated and replaced with Filler:**
 - DPV[®] Product Information (Stand Alone FSP Only) (237-286)
 - LACS^{Link®} Product Information (Internal CASS) (Position 1717-1766)
 - Suite^{Link™} Product Information (Internal CASS) (Position 2143-2192)
 - DPV Product Information (Internal CASS) (Position 2435-2484)
 - LACS^{Link} Product Information (Stand Alone) (Position 2485-2534)
 - DSF^{2®} Product Information (Internal CASS) (Position 2535-2584)
 - DSF² Product Information (Stand Alone) (Position 2585-2634)



CUSTOMER SERVICE LOG (CSL) REPORTING CHANGES

- **Fields Replaced with Filler**
 - **Five Primary Number Count Fields were replaced with Filler based on CASS[™] Cycle L Requirements in Positions 1618-1672**
 - Street (S) Records with Primary Number Error
 - High Rise (H) Records with Primary Number Error
 - PO Box (P) Records with Primary Number Error
 - RR/HC (R) Records with Primary Number Error
 - Firm (F) Records with Primary Number Error
 - **Four Indicator Fields (Position 2635-2638) were replaced with Filler**
 - DPV[®] Results Returned to Customer
 - DSF^{2®} Results Returned to Customer
 - LACS^{Link®} Results Returned to Customer
 - Suite^{Link®} Results Returned to Customer



CUSTOMER SERVICE LOG (CSL) REPORTING CHANGES

- **New Fields**
 - **Eight fields were added to capture DPV[®] Return Codes and Indicators**
 - Count of DPV Return Code = "Y" (Positions 2639-2649)
 - Count of DPV Return Code = "S" (Positions 2650-2660)
 - Count of DPV Return Code = "D" (Positions 2661-2671)
 - Count of DPV Return Code = "N" (Positions 2672-2682)
 - Count of DPV Return Code = Blank (Positions 2683-2693)
 - Count of DPV Vacant Flag = "Y" (Positions 2694-2704)
 - Count of DPV CMRA Flag = "Y" (Positions 2705-2715)
 - Count of DPV No Stat Flag = "Y" (Positions 2716-2726)



PROCESSING ACKNOWLEDGEMENT FORM (PAF) REPORT CHANGES

- Replace Tax ID in position 322-333 with Filler
- Add the following fields:
 - Mailer ID in position 307-321 (formerly the Postal ID field)
 - Email Address of person signing the PAF in position 490-554
 - Company Website in position 555-619
 - Equivalent Alternative PAF Indicator in position 620
- If information does not exist for the above fields, then populate with N/A. DO NOT PREPOPULATE.
- Position 5-10 should be the customers' NAICS code.

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BROKER/LIST ADMINISTRATOR (BALA) REPORT CHANGES

- Replaced the Tax ID in position 166-177 with Filler
- Added the following field:
 - Company Website in position 243-299
- If information does not exist for the above fields, then populate with N/A. DO NOT PREPOPULATE.
- Position 5-10 should be the customers' NAICS code.

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IMPLEMENTATION DATE

All reporting changes must be implemented by October 1, 2009.

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DISTRIBUTION REPORT

THIS REPORT WILL BE DISCONTINUED.

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SUBMISSION REQUIREMENTS

- Reports should be named as follows:
XXXXMY.dat
 - A = Type of report – C = CSL; P = PAF; or B = BALA
 - XXXX = Unique four-byte platform ID
 - M = One-byte month indicator (1 – 9 for Jan – Sept; A – C for Oct – Dec)
 - YY = Two-year indicator
 - File extension should be .dat
- Mandatory compliance by January 31, 2009

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PROPOSED SUBMISSION CHANGES

- All reports should be zipped into a single file named XXXXMY.zip using a WinZIP® version 9.0 compatible format.
 - This will standardize operations and minimize file transfer sizes.
- Reports should be submitted to ncoastat@usps.gov with the subject line: Company Name Month/Year, i.e. ABC Company December 2008.
- Monthly reports should be generated based on the Processing Completed Date in position 63-70 of the CSL.

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Reporting Changes Presentation Summary

The following Customer Service Log (CSL) reporting changes were detailed in this segment of the presentation: clarification to specific fields; consolidated software information fields; the deletion of count fields based on CASSTM Cycle L; changes to report section descriptions and definitions; the addition of result indicator fields and DPV counts.

The Equivalent Alternative Indicator has been added in position 594 in the PAF Report. This is a mandatory field that should be populated with a literal 'A' if the licensee has implemented this method; however if this method is not implemented, the field should be space-filled.

The Distribution Report, which was a report submitted by NCOA^{Link} Interface Distributors, was discontinued effective December 31, 2008.

All reporting changes must be implemented by October 1, 2009.

Submission requirements for reports were also detailed. These requirements have a mandatory compliance date of January 31, 2009. Licensees who are not compliant will be placed on a 30-day suspension until they are in compliance.

Licensees were asked to provide feedback on proposed submission changes, which include a requirement that all reports should be zipped into a single file using a file format compatible with WinZip[®] version 9.0.

Questions and Answers

- Q1: Will the NCOA^{Link} customer enrollment form be updated?
A1: No, only the Customer Service Log that is used to provide reporting to the USPS as a result of processing will be changed.
- Q2: What is the effective date for these changes?
A2: The mandatory compliance date is October 1, 2009. Changes must be implemented by the end of September so the reports that are received for October reporting, which are received the first week of November, reflects the new data.
- Q3: Do any of these reporting changes require developer recertification of my NCOA^{Link} software?
A3: No.
- Q4: Has the record length changed on the Customer Service Log?
A4: No, the record length is still 3000 bytes.
- Q5: If I have implemented an alternative PAF method today, should I start populating the alternate method field or do I wait until October 1?
A5: If you have employed an alternative PAF method, population of the field should be consistent with the use of the new report layout. For example if the reporting changes have been implemented May 1, you should begin populating the field May 1.
- Q6: Regarding the discontinuation of the Distribution Report, can I stop immediately?
A6: If you have an obligation to provide it as a function of your data, then you are still obligated to provide it. But beyond that, you do not have to provide it. The effective discontinuation date was December 31, 2008.
- Q7: Is the USPS contacting people directly who are not complying with the submission requirements?

A7: Yes.

Q8: My company has restrictions on email attachment sizes so the reports have to be divided into multiple files. How does the proposed submission change affect us?

A8: The USPS is trying to standardize the reporting format. If any Licensee cannot pull all of their reports into a single file using the proposed naming convention and a file format compatible with WinZip version 9.0, they should provide feedback with their reasons noted so those items can be taken into consideration as the policy is formulated.

Q9: Who do we contact if we have feedback on this matter?

A9: Feedback on this matter should be submitted to Ncoastat@usps.gov.

Q10: Is WinZip 9.0 the most current version?

A10: WinZip 12.0 is the most current version; however licensees must use a file format compatible with WinZip 9.0.

Q11: Concerning reporting, are there any plans to move to a web-based reporting entry instead of an email-based entry?

A11: We will take this under advisement.

Q12: Is our license in jeopardy of being suspended or revoked because of something that our software provider is not necessarily doing correctly or is that on a case by case basis?

A12: Each licensee takes responsibility for reporting errors. However if it's a software problem, USPS will contact the software developer to get the issue resolved.

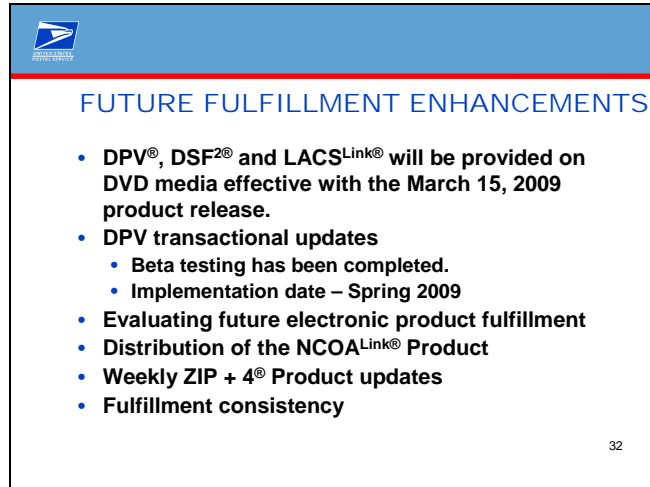
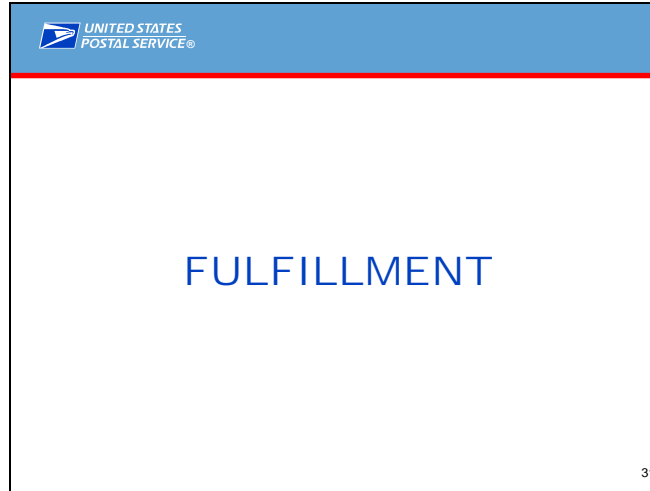
Q13: Do you evaluate developers as it relates to reports as part of certification?

A13: Yes.

Q14: To clarify the last bullet on slide 30 regarding the processing completed date, if we start an NCOA^{Link} job at 11:59 p.m. on November 30 and that job completes on December 1, should the job be reported on the December Customer Service Log?

A14: Yes.

Fulfillment Presentation Slides



Fulfillment Presentation Summary

The presentation on fulfillment detailed future fulfillment enhancements. The DPV, DSF^{2®}, and LACS^{Link®} products will be provided on DVD media effective with the March 15, 2009 product release.

DPV transactional updates will be implemented by spring 2009. These updates will be updated weekly and available on the RIBBS website.

The USPS is currently evaluating future electronic fulfillment. The USPS and licensees discussed ideas and possible solutions on this subject. Other topics that will be considered in the future include weekly ZIP + 4 updates and fulfillment consistency across the licensed products.

The idea of NCOA^{Link} data being distributed by NCOA^{Link} Distributors was taken under advisement, but will not be implemented in the near future.

Questions and Answers

Q1: What Link products are available in a flat file format?

A1: All Link products are available in a flat file format.

Q2: Was one of the reasons the NCOA^{Link} Product went to the hash format was the privacy concerns?

A2: Yes; however the NCOA^{Link} flat file does not diminish the security of the product because the same secure hash algorithm logic is used to build the search keys. The NCOA^{Link} flat files are completely secure.

Q3: Are hash tables going away in the near future?

A3: No.

Q4: Does the migration to transactional updates and the migration to electronic fulfillment have to be tied together? Are they one in the same?

A4: No, but there is consensus to look at ways we can move to both transactional updates and electronic fulfillment.

Q5: With the transaction data being updated daily and weekly, would there be a need to do a full file refresh?

A5: No.

Q6: When the beta test was conducted on DPV transactional updates, the transactional update was only beta tested on the base table. Would transactional updates be expanded to all data tables and will it include also the DSF² Product?

A6: The answer to both questions is yes; however DirectDPVTM was not included. All of the standard DPV tables will be reflected in the updates.


Q7: Will the transactional files come with software to update the base tables?

A7: We will provide sample software; yet the burden of the operation to apply the updates falls to the licensee.

Q8: Would it require recertification of the software?


A8: We are not at that stage yet.

Compliance Presentation Slides



COMPLIANCE


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MOVE UPDATE COMPLIANCE

- November 23 Compliance update
- MTAC Workgroup #127 – PS Form 6014 Redesign
- Report Move Effective Date distribution analysis on the NCOA^{Link®} Processing Summary Report

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WHY IS THE PAF SO IMPORTANT?


The PAF is an essential part of the NCOA^{Link®} process because it enables USPS® and the mailing industry to comply with the Privacy Act of 1974 by way of a written request to use COA information for mailing purposes. Specifically section 552a of Title 5 states in part:


“...No agency shall disclose any record which is contained in a system of records by any means of communication to any person, or to another agency, except pursuant to a written request by, or with the prior written consent of, the individual to whom the record pertains...”

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LICENSEE OBLIGATION

- Licensees are obligated to notify the USPS® of any customers that are not in full compliance with the PAF requirements.
- If any Licensee is found to be non-compliant, they will be subject to an immediate 30-day suspension with no appeal.
- Sections 9.3.1 (FSP LPR) and 8.3.1 (LSP LPR) states:
Under no circumstances shall a third party Broker, Agent, or List Administrator be considered the Mailing List owner nor have the authority to sign on behalf of the Mailing List owner.
- http://ribbs.usps.gov/files/NCOALINK/FSP_INFO/FSP_LPR_V23.PDF 



BROKER REGISTRATION

- Possible solution to require NCSC issued Broker ID.
 - NCOA^{Link®} Licensees not allowed to process without validating the Broker ID.

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Compliance Presentation Summary

Compliance with the Move Update requirement and PAFs were discussed in the presentation.

Concerning Move Update, it was conveyed that customers must still comply and are held accountable with the Move Update requirement. Customers have a requirement to truthfully and accurately complete the Postage Statement. If the Postage Statement is falsified, they are subject to penalties. All other Move Update compliance issues, such as PS Form 6014, fall within Business Mail Acceptance, not the National Customer Support Center (NCSC).

It was noted that Mailer's Technical Advisory Committee (MTAC) Workgroup #127 has been formed to discuss the redesign of PS Form 6014 – Certification of Move Update Compliance. This form is not specific to Address Management or NCOA^{Link} licensing.

There will be additional data fields added to the NCOA^{Link} Processing Summary Report to support the Move Effective Date Distribution Analysis.

The importance of PAF compliance was also discussed. There will be zero tolerance on PAF compliance. A PAF must be collected from all of your clients and it must refer to all parties involved in the transaction of the receipt of updated address information from the NCOA^{Link} process. If any Licensee is found to be non-compliant, they will be subject to an immediate 30-day suspension with no appeal. Licensees are obligated to notify the USPS of any customers not in full compliance with the PAF requirements.

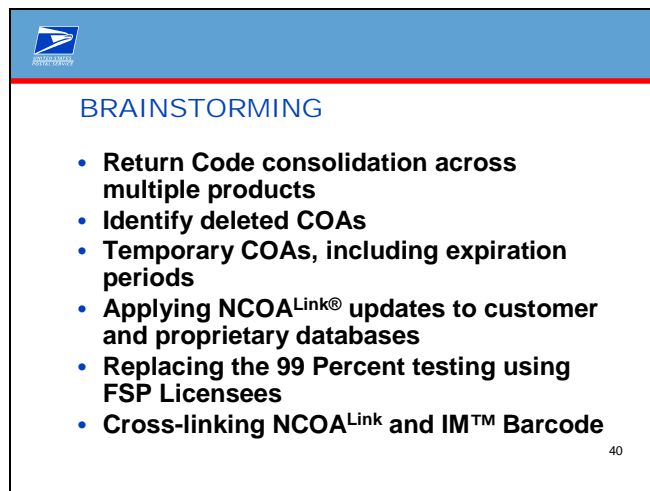
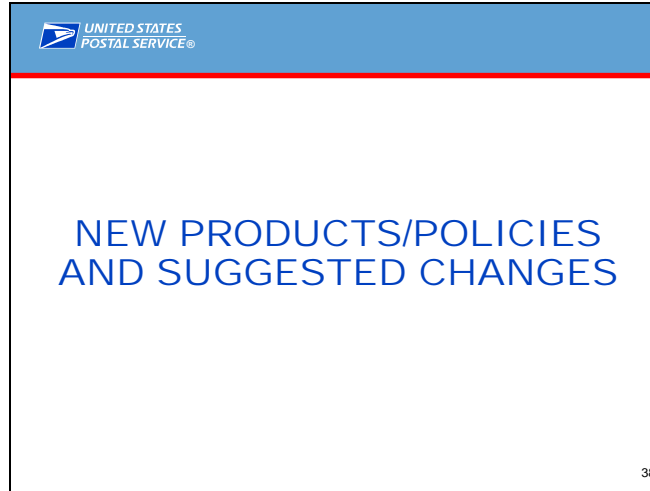
The idea of broker registration was also discussed during this segment of the presentation. It was noted that this topic will be considered in the future.

NOTE: There were several questions concerning Move Update compliance. Those questions will be submitted in writing and directed to Business Mail Acceptance.

Questions and Answers

- Q1: What happens if a mailer does not check the appropriate box in the Move Update section of the postage statement?
- A1: The mailer's signature on the postage statement certifies the Move Update standard has been met for each address in the corresponding mailing presented to the USPS and the mailer has met the Move Update requirement by the means recorded on the form. This policy is set by Business Mail Acceptance. For further information, review the Business Mail Acceptance webpage located on the RIBBS website at <http://ribbs.usps.gov/index.cfm?page=bma>.
- Q2: Between November 23, 2008 and May 11, 2009, is the 185-day or 95-day standard being enforced?
- A2: The 95-day standard.
- Q3: Will the addition of the Move Effective Date Distribution Analysis data be a required change?
- A3: Yes.
- Q4: Will it be required October 1, 2009?
- A4: Yes.
- Q5: What is the average delay between the entry of a change of address and the availability on the NCOA^{Link} Product?
- A5: The average delay is 10 days.

New Products/Policies and Suggested Changes Presentation Slides



New Products/Policies and Suggested Changes Presentation Summary

This portion of the presentation outlined new products, policies and processes as well as new ideas. These include a combined products license and combining the NCOA^{Link} and CASS testing into one test. The processes for list certification and foreign processing were also outlined.

A new product on the horizon is COAlert™, which takes the NCOA^{Link} 48-month data and provides customers with notification if there is a change-of-address on file; however the new address is not returned. Another product idea discussed was About to Move (ATM), which would alert clients of future moves without disclosing the new address.

Brainstorming ideas that were discussed include the following: return code consolidation across multiple products; the identity of deleted COAs; temporary COAs; application of the NCOA^{Link} updates to customer and proprietary databases; replacing the 99% test using Full Service Provider Licensees; and cross-linking NCOA^{Link} and the IM™ barcode. Feedback and comments on these topics was encouraged, except employing Full Service Providers as method to perform the 99% test. The USPS is not planning to implement this idea.

Questions and Answers

Q1: Are you worried about people possibly abusing the COAlert and About to Move products?

A1: These products will be controlled by licenses.

Q2: What is the percentage of customers who enter moves in advance of the move effective date?

A2: The percentages are broken down by the types of ways a customer can file a change of address. The percentages are as follows: Internet Change of Address (ICOA) – 43%; Telephone Change of Address (TCOA) – 35%; and Hardcopy – 12%.

Q3: Are you considering providing these products to Full Service Provider Licensees free of charge?

A3: Yes.

Q4: Will you also be providing temporary moves?

A4: Currently there is no solution to providing temporary moves in our licensed products; however the Postal Service is figuring out ways to share temporary information to meet all of the security and privacy laws.

Q5: Do you plan to repost the data export policy on the RIBBS website?

A5: Yes.

Q6: Regarding foreign processing, is one of conditions that you check for is if the mail is going overseas?

A6: Since the mailing lists contain U.S. based addresses, this is not a concern.

Q7: Is approval required for foreign processing restricted only to NCOA^{Link} processing or does it also include DPV, RDI and Suite^{Link} processing?

A7: The restriction on foreign processing is only relative to NCOA^{Link}; there are no similar prior approval requirements for DPV, RDI and Suite^{Link} products. For more information, review the Data Export Policy located on the RIBBS website.

Q8: Concerning the identity of deleted COAs, any sense of what the incidence or complaint related to this situation?

A8: We are currently analyzing the data on this subject.

Q9: What if I process a list and the client wants to keep the original address in addition to updating their database with the new updates. What's wrong with that?

A9: The USPS suggest as best practice that the customer database be updated with new side addresses. Furthermore, always use the most current addresses for mailing purposes

Q10: Are there going to be any changes that will be made to the PAF to account for foreign addresses?

A10: No.

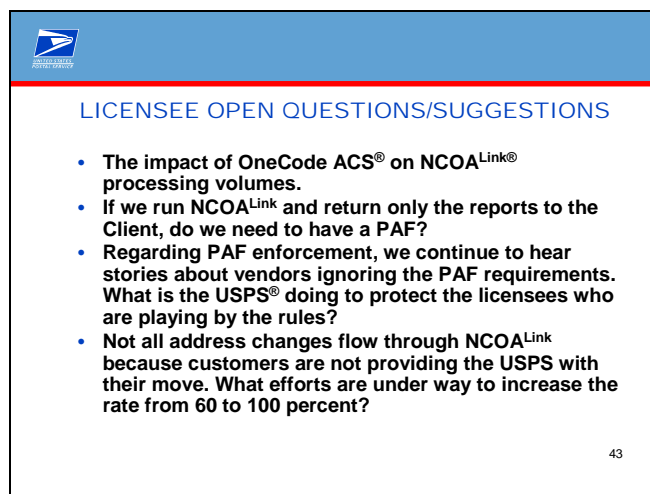
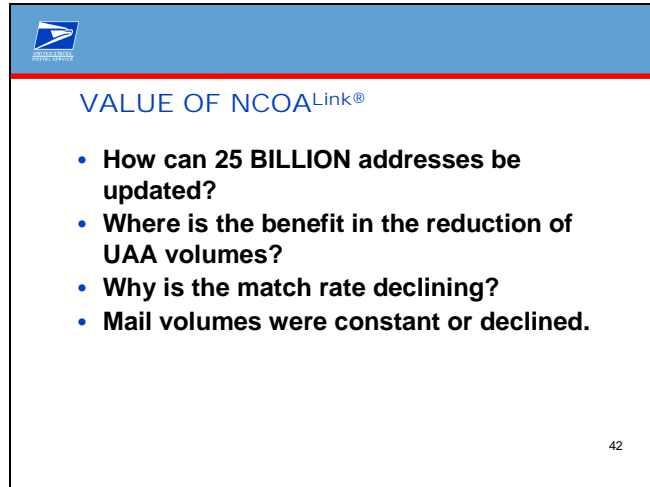
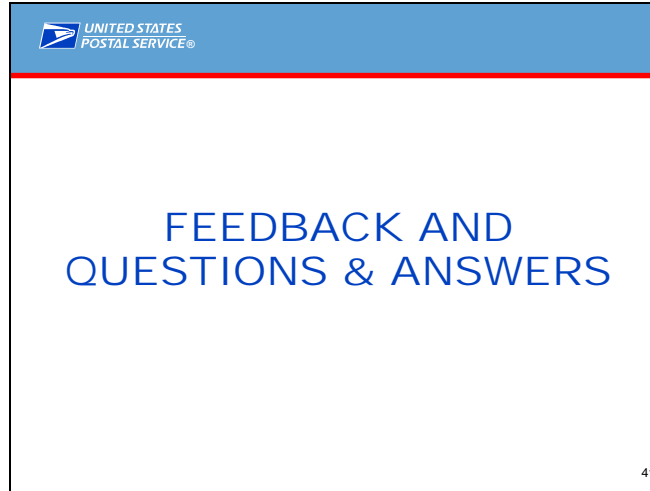
Q11: What responsibility do I, as an NCOA^{Link} licensee, have if the information on the PAF was falsely provided to me?

A11: The NCOA^{Link} license states licensees have an obligation to know their customers and who they are providing address information to. If information is falsely provided, it is the licensees' responsibility to notify the USPS. As long as due diligence is demonstrated, licensees will not be held accountable.

Q12: What kind of feedback can you give us when we become aware of a reseller who is violating the PAF rules?

A12: If licensees become aware that resellers are not in compliance with the PAF guidelines, licensees must notify the USPS. The USPS will not provide feedback for the actions taken when issues of non-compliance are reported.

Feedback and Questions & Answers Presentation Slides





LICENSEE OPEN QUESTIONS/SUGGESTIONS

- We would like to receive weekly CASS[™] and DPV[®] updates.
- There are a number of anomalies within the USPS[®] reference files. Is there any work under way to clean up the files?
- Future moves are not on the NCOA^{Link®} master; FSP should have access to that data.
- On-line interactive NCOA^{Link} to allow interactive systems to check for address change.
- Provide FSP with the AEC history file.

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LICENSEE OPEN QUESTIONS/SUGGESTIONS

- Suggestions on modifications to Change-of-Address forms.
- NCOA^{Link®} data and deceased mailings.
- NCOA^{Link} database changes.
- Master file developed by USPS[®] of all name and address combinations.

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WHEN TO IMPLEMENT CHANGES

- **Feedback Period**
- **Response Period**
- **Timeframe of response period to final implementation**

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Feedback and Questions & Answers Presentation Summary

During this portion of the presentation, the value of the NCOA^{Link} Product was discussed. Licensees provided comments on this subject.

The Questions and Answers portion are provided in a separate document.